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The listing of claims will replace all prior versions and listings of claims in the application:

**LISTING OF CLAIMS:**

Please cancel Claims 2, 5, 8, 12, 36 and 37. Please amend Claims 1, 4, 9, 13, 14, 16, 17, 19, and 25.

1. (Currently Amended) A method of selling and delivering a product, said method comprising:  
encoding a product card with a product identification code and a card identification code;  
storing the product identification code and the card identification code in a computer  
system;  
distributing the [[a]] product card including product and card information to a retailer;  
storing the product and card information in a computer system;  
after receipt by the retailer, communicating the product identification code and the card  
identification code of the received product card to the computer system wherein said  
communicating validates the product card;  
arranging the received product card on a display for retrieval by a purchaser;  
collecting revenue from a purchaser of the card after the card is retrieved from the  
display;  
activating the card when after the card is purchased so that the card can be redeemed;  
receiving the product identification code and the card identification code information and  
delivery information from the redeemer of the card;  
before inputting the delivery information into the computer system determining whether  
the card identification code represents a valid and activated card in the computer system; and  
if the card identification code represents a valid and activated card inputting the delivery  
information into the computer system and delivering a product associated with the product  
information to a location associated with the delivery information.

2. (Canceled)

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3. (Original) The method according to Claim 1, wherein said activating includes storing an active status code in said computer system with the card identification code.

4. (Currently Amended) The method according to Claim 23, further comprising:  
 determining the ~~activation~~ active status code of the card based on the ~~product and the~~  
 card ~~identification code~~ information; and  
 if the card is activated, then inputting the delivery information into the computer system.

5. (Canceled)

6. (Original) The method according to Claim 1, further comprising:  
 providing the product card with a description of the product associated with said product and card information.

7. (Original) The method according to Claim 6, wherein said providing the product card with a description of the product includes providing the card with an illustration of the product.

8. (Canceled)

9. (Currently Amended) The method according to Claim [[8]] 1, said encoding includes encoding the card with a retail store code associated with a retail location where the product card is distributed.

10. (Original) The method according to Claim 1, wherein said providing a product card includes providing a product card encoded with a dollar amount associated with the product card.

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11. (Original) The method according to Claim 10, wherein said providing a product card includes providing a product card with encoded with a retail store code, said dollar amount associated with said retail store code.

12. (Canceled)

13. (Currently Amended) The method according to Claim [[12]] 1, further comprising locating the display location remote from a cashier of the retail location.

14. (Currently Amended) A method of selling and delivering a product, said method comprising:

providing a computer system;

distributing a product card to a retailer, said product card encoded with a product identification code and a card identification code;

after receipt by the retailer communicating the product identification code and the card identification code of the product card to the computer system, the computer system having the product identification code and the card identification code stored therein, and said communicating validating the product card;

displaying the validated product card in a retail establishment, the product card including an illustration of the product associated with the product identification code;

collecting revenue from a purchaser of the card;

activating the validated product card either (a) when or after the card is received by a retailer or (b) when the card is purchased, the validated product card being activated when the product identification code and the card identification code of the validated product card [[is]] are communicated to the computer system so that the product card can be redeemed;

receiving the product identification code, the card identification code, and the delivery information from a redeemer of the validated and activated product card;

inputting the delivery information into the computer system; and

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delivering a product associated with the product identification code of the validated and activated card to a location associated with the delivery information.

15. (Canceled)

16. (Currently Amended) The method according to Claim 14, wherein said activating includes storing an active status code in said computer system with the card identification code, and said inputting includes confirming that the computer system indicates an active status code for the product card before inputting said delivery information.

17. (Currently Amended) The method according to Claim 14, wherein said inputting ~~includes~~ ~~confirming~~ includes determining whether the card identification code is stored in said computer system to determine whether the card is valid.

18. (Canceled)

19. (Currently Amended) The method according to Claim 14, wherein said displaying includes displaying the product card at a display location in the retail establishment[,] and locating the display location remote from a cashier of the retail establishment.

20. (Original) The method according to Claim 14, wherein said product card includes ordering information.

21. (Original) The method according to Claim 20, wherein said providing a product card with ordering information includes providing a product card with an Internet address to a web site where the card can be redeemed online.

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22. (Previously Presented) The method according to Claim 14, further comprising collecting revenue from the retailer for distributing the product cards based on at least a percentage of a dollar amount associated with the product card.

23. (Original) The method according to Claim 22, further comprising applying a portion of the revenue toward delivery costs of the product associated with said product identification code.

24. (Original) The method according to Claim 14, further comprising providing a contact for the purchaser, the contact receiving the product identification code, said card identification code, and the delivery information and inputting the delivery information into the computer system.

25. (Currently Amended) A sales and delivery system for delivering consumer products, said system comprising:

- a product card, said product card associated with a product;
- a computer system, said computer system having stored therein data information about said card, said data information including card identification information about said card and product identification information about said product associated with said card;

- an order fulfillment center for delivering an order to one chosen from a recipient and a mailing service, said order fulfillment center being in communication with said computer system;

- a display displaying the cards located in a retail establishment, wherein a customer can browse the cards and retrieve a card from the display, and thereafter purchase the selected card from a cashier;

- a card processor, said card being read by said card processor when said card is purchased, said card processor in communication with said computer system, and said computer system storing an active status code for said card when said card is read by said processor; and

- a link to said computer system accessible to a redeemer of said card, said link permitting the redeemer of said card to redeem said card, said computer system receiving delivery

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information from the redeemer through said link and generating an order for said product and forwarding said order to said order fulfillment center provided that said card has been activated, and said order fulfillment center delivering the order.

26. (Original) The sales and delivery system according to Claim 25, wherein said link comprises a telephone link.

27. (Original) The sales and delivery system according to Claim 26, wherein said link further comprises an operator, said operator receiving said data information and said delivery information from the redeemer through said telephone link, said operator inputting said delivery information into said computer system.

28. (Original) The sales and delivery system according to Claim 25, wherein said link comprises an Internet link.

29. (Original) The sales and delivery system according to Claim 25, wherein said order fulfillment center delivers an order to a mailing service for delivery of said order to the recipient.

30. (Original) The sales and delivery system according to Claim 25, wherein said card processor comprises a card reader.

31. (Original) The sales and delivery system according to Claim 25, further comprising a website, said computer system downloading at least some of said data information to said website.

32. (Original) The sales and delivery system according to Claim 31, wherein said order fulfillment center is in communication with said website.

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33. (Original) The sales and delivery system according to Claim 31, wherein said website is accessible by the redeemer.

34. (Original) The sales and delivery system according to Claim 31, wherein said website includes said card identification and product identification information and said delivery information.

35. (Original) The sales and delivery system according to Claim 34, wherein said website further includes tracking information.

36-37. (Canceled)

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